

Code No: 21BA1T6

# I MBA - I Semester Regular/ Supplementary Examinations FEBRUARY - 2024

## MANAGERIAL COMMUNICATION

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains three Parts-A, Part-B and Part-C.

2. Part-A contains 8 short answer questions. Answer any **Five** Questions.  
Each Question carries 2 Marks.3. Part-B contains 5 essay questions with an internal choice from each unit.  
Each Question carries 10 marks.

4. Part-C contains one Case Study for 10 Marks.

5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

### PART - A

		BL	CO
1. a)	Define Business Communication.	L1	CO1
1. b)	What is non-verbal communication?	L1	CO1
1. c)	Outline about intrapersonal communication.	L1	CO2
1. d)	List out the effective time management strategies.	L1	CO2
1. e)	What is business correspondence?	L1	CO3
1. f)	Which arrangements are required for a meeting?	L1	CO3
1. g)	What is special reporting?	L1	CO4
1. h)	Describe the Informal Interview.	L1	CO5

### PART – B

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.	a)	What is communication and Demonstrate the characteristics of business communication.	L2	CO1	5 M
	b)	Discuss the various elements of the communication process.	L2	CO1	5 M
OR					

3.	a)	Briefly Explain the following i) Oral Communication ii) Visual Communication	L2	CO1	5 M
	b)	Classify the listening skills. Also, discuss why listening is important.	L2	CO1	5 M
<b><u>UNIT – II</u></b>					
4.	a)	Distinguish between Formal and Informal Communication.	L2	CO2	5 M
	b)	Illustrate the different models for Inter-personal Communication.	L3	CO2	5 M
<b>OR</b>					
5.	a)	Illustrate the importance of Cross-Cultural Communication and the challenges faced in Cross-Cultural Communication.	L3	CO2	5 M
	b)	Demonstrate your views on different communication styles.	L3	CO2	5 M
<b><u>UNIT-III</u></b>					
6.	a)	Describe the essentials of effective business correspondence.	L2	CO3	5 M
	b)	Illustrate the body of a business letter.	L3	CO3	5 M
<b>OR</b>					
7.	a)	How can you determine whether a meeting is necessary, or if the same goals could be achieved through other means of communication?	L3	CO3	5 M
	b)	What is telephone communication and explain various key elements of effective telephone communication.	L3	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	How can you ensure that your report is well-organized and follows a logical flow of information from introduction to conclusion?	L3	CO4	5 M

	b)	Interpret the significance of an executive summary in a report.	L3	CO4	5 M
<b>OR</b>					
9.	a)	Define and differentiate between formal reports and informal reports.	L2	CO4	5 M
	b)	How can you create a professional proposal to win contracts or secure funding from potential clients?	L3	CO3	5 M
<b><u>UNIT – V</u></b>					
10.	a)	Demonstrate the main types of presentations commonly used in business.	L3	CO5	5 M
	b)	Illustrate some common challenges or technical issues that participants might encounter during a video conference.	L3	CO5	5 M
<b>OR</b>					
11.	a)	Explain the importance of body language and non-verbal cues during interviews.	L2	CO5	5 M
	b)	Illustrate about communication etiquette and why is it important in professional interactions?	L3	CO5	5 M

### **PART –C**

			BL	CO	Max. Marks
12.	Read the following case study and answer the below-mentioned questions: Mr. X. is a 77-year-old man who was admitted to the ICU, 12 days ago after surgery for a perforated ulcer. Within 48 hours of surgery, he developed some infection and remains ventilator-dependent. His surgical wound is not healing well. In the last several days, his creatinine has been rising and urine output has		L3	CO2	10 M

	<p>fallen. The surgeon visits daily before 7 AM but has not spoken directly to the family since day one when he reported that the surgery went well. The admitting intensivist (now off service) spoke briefly to the family – the patient’s wife of 60 years, and his adult son - on Day 3 of the ICU stay about the status at that time. A nephrologist who saw the patient yesterday told the wife that he had been consulted to provide dialysis. At today’s ICU rounds, the current ICU attending predicted that the patient may die in the hospital, but this was not discussed with the family. The wife has asked several times for reassurance that her husband will ultimately be able to return home with her. The son, who often accompanies his mother during visiting hours, seems angry with the physicians caring for his father. An ICU family meeting attended by the ICU attending physician, the patient’s designated nurse, the wife, and the son, is held to discuss goals of care. The family has been insisting that everything should be done.</p> <ul style="list-style-type: none"> <li>i) Discuss the case from the viewpoint of communication. What do you think the problem is? Examine the case in detail.</li> <li>ii) If you were asked to convene the meeting with the family, what would have been your communication strategies? What would you have suggested to the ICU people and to the family? Discuss in detail.</li> </ul>			
--	---	--	--	--